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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**



Application. No: 10/053,527  
Filed: January 18, 2002  
Inventor(s):  
Edmond Herschap III, Timothy  
J. Magnuson, Thomas J.  
Traughber and Kasey White

Title: E-COMMERCE SYSTEM  
USING MODELING OF  
INDUCEMENTS TO  
CUSTOMERS

§ Examiner: Retta, Yehdega  
§ Group/Art Unit: 3622  
§ Atty. Dkt. No: 5650-04801

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to Commissioner for Patents, Alexandria, VA 22313-1450, on the date indicated below.

\_\_\_\_\_  
Jeffrey C. Hood

2/16/2006  
Date

Signature

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**TRANSMITTAL OF POWER OF ATTORNEY AND  
NOTICE OF CHANGE OF ADDRESS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir/Madam:

Please find attached a Power of Attorney with regard to the above-identified patent application. Applicant respectfully requests the Commissioner to change the correspondence address for the above-identified patent application. The old correspondence address was:

Howison & Arnott, L.L.P.  
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Applicant's new address is:

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If there are any questions regarding this matter, please contact me.

Respectfully submitted,

Jeffrey C. Hood  
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Date: 2/16/2006



## POWER OF ATTORNEY

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

PAVILION TECHNOLOGIES, INC., ("assignee"), a Delaware corporation having a place of business at 10415 Morado Circle, Building III, Suite 100, Austin, Texas 78758-5638, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the patents or patent applications listed on the attached Appendix A and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Assignee's ownership of the patents or patent applications listed on the attached Appendix A is indicated either by 1) the assignment(s) recorded with the U.S. Patent and Trademark Office at the reel and frame numbers listed on Appendix A or 2) Assignee's assertion that Assignee has reviewed the assignment documents that evidence the placement of title in the assignee, true and correct copies of which are attached hereto, and understands and believes that these assignment documents have been submitted for recordation in the U.S. Patent and Trademark Office.

Pursuant to 37 C.F.R. §§1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the following attorneys and/or agents in connection with the patent applications and patents identified in Appendix A, that are filed with the United States Patent and Trademark Office:

**the practitioners at Customer Number 35690, which currently includes:**

Mark K. Brightwell	Reg. No. 47,446	Lawrence J. Merkel	Reg. No. 41,191
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Robert C. Kowert	Reg. No. 39,255	Martin R. Wojcik	Reg. No. 57,577
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*each of said attorneys or agents being a member or an associate of the firm of Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C., as its attorney or agent for so long as they remain with such firm, with full power of substitution and revocation, to prosecute the application, to make alterations and amendments therein, to transact all business in the Patent and Trademark Office in connection therewith, and to receive any Letters Patent, and for one year after issuance of such Letters Patent to file any request for a certificate of correction that may be deemed appropriate.*

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

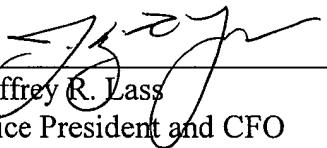
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Dated: February 14, 2006

By:   
Name: Jeffrey R. Lass  
Title: Vice President and CFO

## Appendix A

MHKKG Docket No.	Title	Inventor(s)	Date Filed	Serial No.	Date Issued	Patent No.	Assignment Recordation Reel/Frame Nos.
5650-04100 (formerly H & A No. PAVI-26,786)	KILN THERMAL AND COMBUSTION CONTROL	Gregory D. Martin, Eugene Boe, Stephen Piche, James David Keeler, Douglas Timmer, Mark Gerules, John P. Havener and Steven J. McGarel	05/11/04	10/843,160			010844/0464 015545/0853 FEB 21 2006 U.S. TRADEMARK OFFICE
5650-04101	KILN THERMAL AND COMBUSTION CONTROL	Gregory D. Martin, Eugene Boe, Stephen Piche, James David Keeler, Douglas Timmer, Mark Gerules and John P. Havener	09/26/05	11/234,927			010844/0464 015545/0855
5650-04211 (formerly H & A No. PAVI-26,490)	KILN THERMAL AND COMBUSTION CONTROL	Gregory D. Martin, Eugene Boe, Stephen Piche, James David Keeler, Douglas Timmer, Mark Gerules, John P. Havener and Steven J. McGarel	09/23/03	10/669,028			011484/0309 015541/0393 015547/0358
5650-04212 (formerly H & A No. PAVI-26,787)	DYNAMIC CONTROLLER FOR CONTROLLING A SYSTEM	Gregory D. Martin, Eugene Boe, Stephen Piche, James David Keeler, Douglas Timmer, Mark Gerules and John P. Havener	05/17/04	10/847,211			010405/0041 010321/0843 010452/0001 011944/0930 011958/0068
5650-04213 (formerly H & A No. PAVI-27,012)	KILN CONTROL AND UPSET RECOVERY USING A MODEL PREDICTIVE CONTROL IN SERIES WITH FORWARD CHANNING	Gregory D. Martin, Steven J. McGarel	01/03/05	11/028,426			015909/0836
5650-04223	KILN FREE LIME CONTROL	Gregory D. Martin, Eugene Boe, Stephen Piche, James David Keeler, Douglas Timmer, Mark Gerules, John P. Havener and Steven J. McGarel	12/22/05	11/317,499			011484/0309 015547/0358

## Appendix A

MHKKG Docket No.	Title	Inventor(s)	Date Filed	Serial No.	Date Issued	Patent No.	Assignment Recordation Reel/Frame Nos.
5650-04301 (formerly H & A No. PAVI-25,461)	METHOD AND APPARATUS FOR TRAINING A SYSTEM MODEL WITH GAIN CONSTRAINTS	Eric J. Hartman, Stephen Piche and Mark Gerules	09/14/00	09/662,243			011413/0321
5650-04302	METHOD AND APPARATUS FOR TRAINING A SYSTEM MODEL WITH GAIN CONSTRAINTS	Eric J. Hartman, Stephen Piche and Mark Gerules	11/04/05	11/267,812			011413/0321
5650-04502 (formerly H & A No. PAVI-26,525)	BAYESIAN NEURAL NETWORKS FOR OPTIMIZATION AND CONTROL	Eric Jon Hartman, Carsten Peterson, Stephen Piche	04/20/04	10/827,977			01/0023/0119 010405/0041 010321/0843 010452/0001 011944/0930 011958/0068
5650-04602 (formerly H & A No. PAVI-26,575)	METHOD AND APPARATUS FOR MAXIMIZING POWER USAGE IN A POWER PLANT	John P. Havener	01/12/04	10/755,719			011424/0021
5650-04801 (formerly H & A No. PAVI-25,974)	E-COMMERCE SYSTEM USING MODELING OF INDUCEMENTS TO CUSTOMERS	Edmond Herschap III, Timothy J. Magnuson, Thomas J. Traughber and Kasey White	01/18/02	10/053,527			013363/0484